

Tourist profile by quarter of trip (2016)

Canary Islands: Dutch market



How many are they and how much do they spend?



	Q1	Q2	Q3	Q4	Total
Tourist arrivals (> 16 years old)	131,526	124,827	150,406	133,898	540,656
Average daily expenditure (€)	120.74	107.71	122.36	132.30	121.05
. in their place of residence	85.01	80.72	85.40	94.69	86.53
. in the Canary Islands	35.72	27.00	36.97	37.61	34.52
Average length of stay	9.17	8.36	10.00	8.35	9.01
Turnover per tourist (€)	1,053	863	1,118	1,073	1,032
Total turnover (> 16 years old) (€m)	138.6	107.7	168.2	143.7	558.1
Dutch turnover: share by quarter	24.8%	19.3%	30.1%	25.8%	100%
Dutch tourist arrivals: share by quarter	24.3%	23.1%	27.8%	24.8%	100%
Expenditure in the Canary Islands per tourist and trip (€) (*)					
Accommodation (**):	37.06	28.86	47.44	37.23	38.10
- Accommodation	31.93	25.24	34.20	30.46	30.66
- Additional accommodation expenses	5.13	3.61	13.24	6.76	7.44
Transport:	27.37	19.20	27.01	21.62	23.96
- Public transport	3.07	2.31	5.43	3.05	3.55
- Taxi	5.66	4.61	6.83	7.78	6.27
- Car rental	18.65	12.28	14.74	10.79	14.15
Food and drink:	145.81	106.31	163.25	150.10	142.61
- Food purchases at supermarkets	70.10	40.54	59.73	42.78	53.62
- Restaurants	75.71	65.77	103.52	107.32	88.98
Souvenirs:	51.81	34.18	43.83	55.17	46.35
Leisure:	28.35	22.01	45.30	25.93	31.00
- Organized excursions	15.13	9.18	24.62	12.91	15.85
- Leisure, amusement	0.53	3.43	5.82	3.35	3.37
- Trip to other islands	1.55	1.67	1.89	0.57	1.43
- Sporting activities	6.90	4.05	2.87	4.59	4.55
- Cultural activities	3.19	3.15	2.74	2.24	2.82
- Discos and disco-pubs	1.06	0.55	7.35	2.26	2.99
Others:	11.63	11.17	8.60	26.95	14.48
- Wellness	3.99	0.62	2.33	4.27	2.82
- Medical expenses	0.55	1.30	0.30	1.18	0.81
- Other expenses	7.09	9.25	5.97	21.50	10.85

How do they book?



	Q1	Q2	Q3	Q4	Total
Accommodation booking					
Tour Operator	41.5%	41.2%	40.5%	48.4%	42.9%
- Tour Operator's website	71.2%	70.8%	89.7%	77.0%	77.8%
Accommodation	13.0%	13.8%	8.7%	9.7%	11.1%
- Accommodation's website	79.9%	83.5%	85.2%	94.9%	85.5%
Travel agency (High street)	18.3%	30.4%	28.8%	26.7%	26.1%
Online Travel Agency (OTA)	25.2%	12.5%	18.9%	13.5%	17.6%
No need to book accommodation	2.1%	2.1%	3.2%	1.8%	2.3%

	Q1	Q2	Q3	Q4	Total
Flight booking					
Tour Operator	42.8%	45.7%	42.1%	53.2%	45.9%
- Tour Operator's website	61.7%	65.3%	84.5%	75.2%	72.4%
Airline	21.5%	15.7%	18.2%	17.1%	18.2%
- Airline's website	100.0%	96.3%	94.3%	97.3%	97.0%
Travel agency (High street)	15.3%	25.0%	24.0%	21.8%	21.6%
Online Travel Agency (OTA)	20.4%	13.6%	15.6%	7.9%	14.3%

Where do they stay?



	Q1	Q2	Q3	Q4	Total
5* Hotel	3.3%	3.7%	11.8%	5.5%	6.3%
4* Hotel	40.1%	33.5%	34.7%	34.8%	35.8%
1-2-3* Hotel	19.0%	17.3%	13.2%	17.8%	16.7%
Apartment	35.1%	44.0%	37.4%	39.1%	38.8%
Property (privately-owned, friends, family)	1.8%	0.9%	2.0%	1.5%	1.6%
Others	0.7%	0.5%	0.9%	1.3%	0.9%

Who are they?



	Q1	Q2	Q3	Q4	Total
Gender					
Percentage of men	50.7%	50.8%	55.9%	47.9%	51.5%
Percentage of women	49.3%	49.2%	44.1%	52.1%	48.5%

	Q1	Q2	Q3	Q4	Total
Age					
Average age (tourists > 16 years old)	50.4	46.3	37.4	45.5	44.6
Standard deviation	16.3	13.4	15.3	15.2	15.9

	Q1	Q2	Q3	Q4	Total
Age range (> 16 years old)					
16-24 years old	5.2%	4.0%	31.2%	10.3%	13.4%
25-30 years old	12.0%	8.1%	13.8%	9.9%	11.1%
31-45 years old	21.8%	39.1%	22.5%	28.9%	27.8%
46-60 years old	25.8%	33.7%	22.8%	35.3%	29.2%
Over 60 years old	35.2%	15.1%	9.6%	15.7%	18.6%

	Q1	Q2	Q3	Q4	Total
Occupation					
Business owner or self-employed	23.8%	25.8%	22.0%	20.8%	23.0%
Upper/Middle management employee	33.5%	45.9%	43.5%	44.0%	41.9%
Auxiliary level employee	7.3%	10.0%	9.8%	8.1%	8.8%
Students	10.8%	2.9%	18.2%	10.3%	10.9%
Retired	23.1%	11.8%	5.6%	13.7%	13.2%
Unemployed / unpaid dom. work	1.5%	3.6%	0.9%	3.0%	2.2%

	Q1	Q2	Q3	Q4	Total
Annual household income level					
€12,000 - €24,000	11.1%	4.7%	26.4%	12.7%	14.4%
€24,001 - €36,000	16.1%	16.0%	18.9%	18.0%	17.3%
€36,001 - €48,000	22.4%	13.4%	8.6%	19.5%	15.7%
€48,001 - €60,000	15.7%	20.4%	7.3%	18.4%	15.1%
€60,001 - €72,000	10.7%	10.1%	17.2%	10.1%	12.3%
€72,001 - €84,000	8.8%	7.1%	6.4%	7.2%	7.3%
More than €84,000	15.3%	28.2%	15.3%	14.1%	17.9%

How far in advance do they book their trip?



	Q1	Q2	Q3	Q4	Total
The same day they leave	0.8%	0.0%	0.1%	1.4%	0.6%
Between 2 and 7 days	9.7%	8.6%	4.4%	4.7%	6.7%
Between 8 and 15 days	11.9%	7.5%	16.0%	3.1%	9.8%
Between 16 and 30 days	19.0%	7.2%	8.0%	16.1%	12.5%
Between 31 and 90 days	39.5%	36.0%	27.4%	46.3%	37.0%
More than 90 days	19.2%	40.7%	44.1%	28.3%	33.3%

What do they book at their place of residence?



	Q1	Q2	Q3	Q4	Total
Flight only	5.9%	3.5%	3.5%	4.7%	4.4%
Flight and accommodation (room only)	26.7%	31.0%	34.4%	31.7%	31.1%
Flight and accommodation (B&B)	11.5%	10.6%	11.5%	8.6%	10.6%
Flight and accommodation (half board)	26.4%	12.2%	18.9%	22.4%	20.1%
Flight and accommodation (full board)	2.3%	2.3%	0.6%	3.6%	2.1%
Flight and accommodation (all inclusive)	27.2%	40.4%	31.1%	29.1%	31.7%
% Tourists using low-cost airlines	49.2%	44.7%	31.9%	35.2%	39.8%
Other expenses in their place of residence:					
- Car rental	14.5%	12.7%	8.5%	11.9%	11.8%
- Sporting activities	4.2%	6.9%	1.0%	2.0%	3.3%
- Excursions	4.1%	3.9%	3.1%	2.2%	3.3%
- Trip to other islands	0.3%	0.4%	1.3%	1.1%	0.8%

(*) Expense is prorated among all the tourists (even those who have not spent in destination).

(**) Accommodation expenses may seem low because most tourists pay the accommodation before traveling.

Tourist profile by quarter of trip (2016)

Canary Islands: Dutch market



Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	21,248	20,909	20,812	22,574	85,543
- Fuerteventura	14,439	14,110	12,926	13,224	54,698
- Gran Canaria	48,354	44,821	63,136	53,569	209,880
- Tenerife	41,116	39,926	47,603	39,008	167,653
- La Palma	5,370	4,616	5,208	5,523	20,718

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	16.3%	16.8%	13.9%	16.9%	15.9%
- Fuerteventura	11.1%	11.3%	8.6%	9.9%	10.2%
- Gran Canaria	37.0%	36.0%	42.2%	40.0%	39.0%
- Tenerife	31.5%	32.1%	31.8%	29.1%	31.1%
- La Palma	4.1%	3.7%	3.5%	4.1%	3.8%

Who do they come with?



	Q1	Q2	Q3	Q4	Total
Unaccompanied	9.3%	2.7%	5.0%	7.1%	6.1%
Only with partner	63.9%	23.7%	50.9%	47.8%	47.1%
Only with children (under the age of 13)	0.0%	2.6%	2.3%	0.3%	1.3%
Partner + children (under the age of 13)	7.0%	25.2%	12.1%	12.8%	14.1%
Other relatives	4.9%	6.5%	2.7%	7.2%	5.2%
Friends	5.2%	6.6%	5.7%	6.1%	5.9%
Work colleagues	0.7%	0.0%	0.0%	0.0%	0.2%
Other combinations ⁽¹⁾	8.9%	32.5%	21.2%	18.7%	20.2%

* Multi-choice question (different situations have been isolated)

How do they rate the destination?



Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	92.8%	94.0%	94.4%	94.5%	94.0%
Average rating (scale 1-10)	8.46	8.63	8.48	8.56	8.53

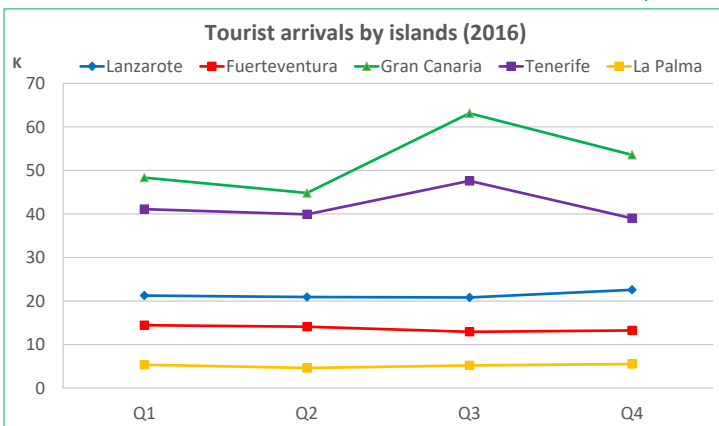
How many are loyal to the destination?

Repeat tourists of the Canary Islands	Q1	Q2	Q3	Q4	Total
Repeat tourists	79.4%	69.4%	59.4%	76.2%	70.8%
In love (at least 10 previous visits)	12.9%	12.1%	8.9%	15.3%	12.2%

Where does the flight come from?



Ten main origin markets	Q1	Q2	Q3	Q4	Total
Netherlands	42.0%	21.0%	60.7%	66.7%	48.5%
Germany	35.6%	49.1%	24.0%	16.8%	30.8%
Belgium	9.1%	17.7%	6.7%	11.0%	10.9%
Spanish Mainland	10.1%	10.9%	7.4%	4.3%	8.1%
Switzerland	2.6%	0.0%	0.0%	0.0%	0.6%
Ireland	0.6%	0.3%	0.0%	0.0%	0.2%
Italy	0.0%	0.0%	0.0%	0.8%	0.2%
Denmark	0.0%	0.0%	0.0%	0.4%	0.1%
United Kingdom	0.0%	0.4%	0.0%	0.0%	0.1%
Austria	0.0%	0.0%	0.0%	0.0%	0.0%



Why do they choose the Canary Islands?



Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	94.1%	95.8%	91.7%	96.9%	94.5%
Beaches	29.6%	37.0%	47.2%	37.5%	38.2%
Tranquillity/rest/relaxation	38.5%	32.9%	29.4%	40.4%	35.1%
Scenery	23.7%	18.3%	16.0%	18.0%	18.9%
Price	12.0%	10.1%	13.6%	16.4%	13.1%
Visiting new places	11.0%	11.6%	17.5%	10.9%	12.9%
Security	9.1%	14.4%	13.7%	9.9%	11.8%
Suitable destination for children	1.3%	15.4%	7.9%	3.6%	7.0%
Active tourism	5.1%	6.7%	4.9%	4.5%	5.3%
Quality of the environment	5.9%	5.9%	2.1%	5.6%	4.7%
Ease of travel	6.2%	3.3%	3.4%	4.0%	4.2%
Nightlife/fun	1.8%	1.2%	7.2%	5.3%	4.0%
Shopping	2.1%	2.9%	5.4%	5.5%	4.0%
Culture	4.3%	3.1%	5.1%	2.4%	3.8%
Nautical activities	3.4%	1.1%	1.9%	2.8%	2.3%
Theme parks	0.4%	1.8%	1.5%	2.2%	1.5%

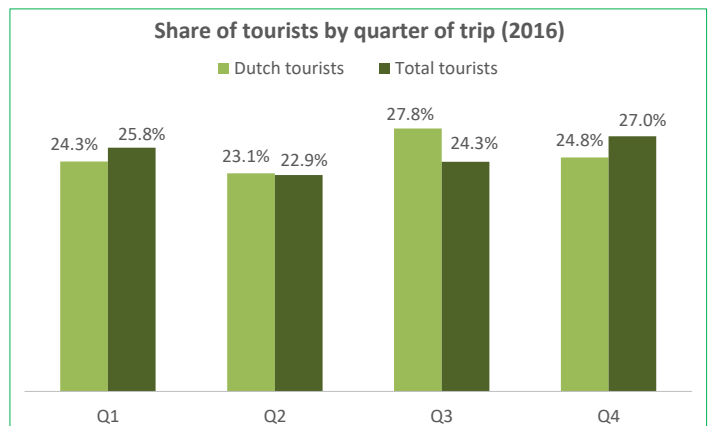
* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	65.6%	58.6%	41.9%	66.0%	57.5%
Recommendation by friends or relatives	22.8%	30.1%	35.0%	23.1%	28.0%
The Canary Islands television channel	0.0%	0.3%	0.0%	0.0%	0.1%
Other television or radio channels	1.9%	0.1%	0.5%	0.1%	0.6%
Information in the press/magazines/books	6.8%	5.6%	5.1%	2.0%	4.9%
Attendance at a tourism fair	1.4%	1.9%	0.8%	1.6%	1.4%
Tour Operator's brochure or catalogue	7.7%	6.1%	6.2%	6.2%	6.5%
Recommendation by Travel Agency	13.6%	15.0%	11.1%	11.9%	12.8%
Information obtained via the Internet	30.3%	32.3%	41.9%	30.7%	34.1%
Senior Tourism programme	0.0%	0.0%	0.0%	0.0%	0.0%
Others	5.4%	6.8%	3.3%	4.3%	4.8%

* Multi-choice question



Source: Encuesta sobre el Gasto Turístico (ISTAC). (1) Combination of some groups previously analyzed.

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.